



PRESS KIT

SIA 2017 EDITION

MYFOOD IN TWO WORDS

myfood builds/deploys/offers **smart greenhouses**.

MYFOOD IN FOUR WORDS

myfood builds/deploys/offers **smart greenhouses** for **everyone** who wants to produce their **own food**.

MYFOOD IN A SENTENCE

myfood builds/deploys/offers **smart greenhouses** for **everyone** who wants to produce their **own food by combining aquaponics and permaculture: the most sustainable and efficient techniques within a small surface area**.

OUR STORY

For several years, Mickaël, Matthieu and Johan, the three founders of myfood, experimented with many production techniques that only consume a small surface area.

In their vision, they responded to the environmental problems related to centralized production (pollution, health risk, water consumption) by re-appropriating tools on a local scale.

In an economic context where the realm of labor is changing, the dependence of employees on high wages for access to quality food has attracted a great deal of attention. This is undoubtedly what is at the origin of the myfood approach.

POC21 Summer 2015

250 makers, designers and engineers met over a period of 5 weeks to discuss 12 projects selected for the international market. This innovation camp allowed myfood to take off by creating a community of *Pioneer Citizens* that share a common goal: taking down the food monopoly and encouraging food security and sustainable production.



Today, nearly 30 Pioneer Citizens are contributing everyday to the evolution of the solutions proposed by myfood.

MYFOOD AND OPEN SOURCE

Myfood could not have advanced so rapidly without the tools maintained by the Open Source community (Odo, Wordpress, Raspberry Pi, etc.). The founders contribute to this spirit of sharing, exchange and transparency by making the source codes available for developers as well as the content of their studies published under a CC-BY-SA-NC license.

WHY MYFOOD CAME TO THE SIA 2017

We are launching two new Pioneer programs for a limited time:

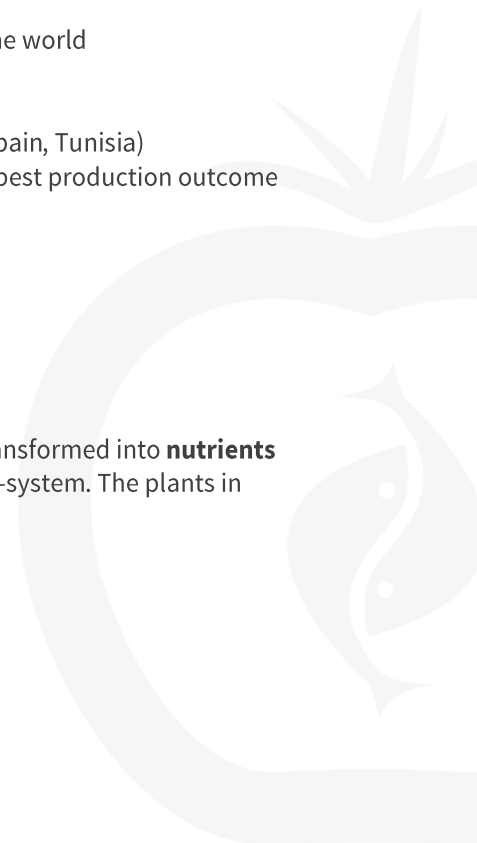
- Smart Pioneer: myfood greenhouses are connected and communicate with one another. An artificial intelligence algorithm analyzes the content of our greenhouses and provides advise for optimal use.
- Farm Pioneer: for commercial use, we have doubled the size of our original greenhouse. This new model may be suitable for people in transition to agricultural careers and wishing to set up major projects.

MYFOOD IN FEW FIGURES

- 1st Solar Smart Aquaponics Greenhouse on the market for individuals in the world
- 4 out-of-the-box solutions to increase one's food independence
- Less than 1 hour per week of maintenance required
- 30 Smart Greenhouses deployed in 2016 (France, Belgium, Luxembourg, Spain, Tunisia)
- Combines permaculture and aquaponic techniques in order to obtain the best production outcome possible (with a return on investment of 3-4 years)
- Electronic smart control through Open Source
- Use of organic and biodynamic crops adapted for aquaponics

WHAT IS AQUAPONICS?

It is a **symbiosis** between fish and plants. One serves the other. The fish waste is transformed into **nutrients** for plants by a transformation from **ammonia to nitrates**, mimicking a natural eco-system. The plants in turn feed and **filter** the water for the fish in a **closed circuit**.





WHAT IS PERMACULTURE?

The goal of permaculture is to create rich and resilient ecosystems in which the complexity of life can be expressed. When properly managed, bacteria, worms, and insects bring new life to the soil. These cultivation aids help maintain a productive and healthy soil for a permanent culture.

A WORD ABOUT THE FOUNDERS

Mickaël Gandecki

ENSEA '09 Engineer, MA
IT Manager in the FinTech in Luxembourg

Johan Nazaraly

ENSEA '10 Engineer, MA & AUDENCIA NANTES '11 Business, MA
Senior Consultant in the banking sector in Paris

Matthieu Urban

ISEG BUSINESS SCHOOL '04 Business, MA
Product Development in Strasbourg

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CONTACT

Mickaël Gandecki
Mobile: + 33 6 95 99 20 65
Email : mickael@myfood.eu

